

LISTING OF THE CLAIMS:

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Previously Presented) A method of providing content to a receiving device having an
2 associated identifier associated with a network address for the receiving device, comprising:
3 selecting a set of segments of content from a group of segments to be protected wherein
4 the set does not include all segments of the group;
5 protecting the segments of the set, but not the other segments of the group, to prevent the
6 protected segments from being properly reproduced unless the protection is undone with
7 assistance of a correct key that is not generally available and is based at least in part on the
8 associated identifier: and
9 providing access to the group of segments over a network.
- 1 2. (Original) The method of claim 1, wherein selecting the set involves selecting at least some
2 of the set for visual scrambling and protecting the set includes visual scrambling those segments
3 selected for visual scrambling.
- 1 3. (Previously Presented) A method of providing content, comprising:
2 selecting a set of segments of content from a group of segments to be protected wherein the set
3 does not include all segments of the group:
4 protecting the segments of the set, but not the other segments of the group, to prevent the
5 protected segments from being properly reproduced unless the protection is undone with
6 assistance of a correct key that is not generally available:
7 providing access to the group of segments over a network:
8 wherein selecting the set involves selecting at least some of the set for visual scrambling

9 and protecting the set includes visual scrambling those segments selected for visual scrambling;
10 and
11 wherein visual scrambling involves using a key, including a remote computer number.

1 4. (Original) The method of claim 3, wherein the remote computer number is a processor
2 number.

1 5. (Original) The method of claim 2, wherein selecting the set involves designating those
2 segments to be protected.

1 6. (Original) The method of claim 1, wherein selecting the set involves selecting at least
2 some of the set for bit encryption and protecting the set includes bit encrypting those segments
3 selected for bit encryption.

1 7. (Original) The method of claim 1, wherein selecting the set involves selecting at least some
2 of the set for visual scrambling and at least some of the set for bit encryption, wherein some of
3 the set may be selected for both visual scrambling and bit encryption, and protecting the set
4 includes visual scrambling those segments selected for visual scrambling and bit encrypting
5 those segments selected for bit encryption.

1 8. (Original) The method of claim 1, wherein a remote computer number is stored and
2 matched against a remote computer number from a remote receiving computer during playback.

1 9. (Original) The method of claim 1, wherein prior to protection, the segments include video
2 signals.

1 10. (Original) The method of claim 9, wherein the video signals are in an MPEG format.

1 11. (Original) The method of claim 1, wherein prior to protection, the segments include video
2 and audio and both the video and audio are protected.

1 12. (Previously Presented) A method of receiving and processing content by at least one
2 receiving device having an associated identifier with a network address for the receiving device,
3 comprising:

4 accessing over a network a group of segments of content including a set of segments that
5 does not include all segments of the group, and wherein the set, but not the other segments of the
6 group, have been protected to prevent the protected segments from being properly reproduced
7 without undoing the protection with assistance of a correct key that is not generally available and
8 is based at least in part on the associated identifier;

9 undoing the protection if the correct key is received; and

10 playing the group of segments seamlessly with a media player.

1 13. (Previously Presented) The method of claim 12, wherein at least some of the protected
2 segments have been protected through visually scrambling.

1 14. (Original) The method of claim 12, wherein at least some of the protected segments have
2 been protected through bit encryption.

1 15. (Original) The method of claim 12, wherein the key includes a remote computer number.

1 16. (Original) The method of claim 12, wherein information identifying protected segments is
2 contained in headers.

1 17. (Original) The method of claim 12, wherein information identifying protected segments is
2 contained in at least one watermark.

1 18. (Original) The method of claim 12, wherein information identifying protected segments is
2 contained in data transmitted separately from the segments.

1 19. (Previously Presented) A content providing system, comprising:
2 storage to hold at least content divided into segments and an identifier associated with a
3 network address for a receiving device:
4 a user interface; and
5 circuitry and software cooperating with the user interface to select a set of the segments
6 to be protected from a group of segments, wherein the set does not include all segments of the
7 group, and to protect the set of segments, but not the other segments of the group, to allow access
8 to the unprotected segments over a network but to prevent the protected segments from being
9 properly reproduced over the network unless the protection is undone with assistance of a correct

10 key that is not generally available, wherein the correct key is based at least in part on the
11 associated identifier.

1 20. (Original) The content providing system of claim 19, wherein protecting the selected
2 segments involves a key including a remote computer number.

1 21. (Original) The content providing system of claim 19, wherein the user interface includes
2 options to select at least some of the set of segments to be visually scrambling and the protecting
3 of the segments selected for visual scrambling includes visual scrambling.

1 22. (Original) The content providing system of claim 19, wherein the user interface includes
2 options to select at least some of the set of segments to be bit encrypted and protecting of the
3 segments selected for bit encryption includes bit encryption.

1 23. (Original) The content providing system of claim 19, wherein the user interface includes
2 options to select at least some of the set of segments to be visually scrambled and at least some
3 of the set of segments to be bit encrypted, wherein some of the set of segments may be selected
4 for both visual scrambling and bit encryption, and protecting of the segments selected for visual
5 scrambling includes visual scrambling and protecting of the segments selected for bit encryption
6 includes bit encryption.

1 24. (Original) The content providing system of claim 19, wherein the content includes video
2 signals.

1 25. (Original) The content providing system of claim 19, wherein the content includes video
2 signals and audio signals.

1 26. (Previously Presented) An article comprising:

2 a machine readable media including instructions that when executed cause a content
3 providing system to:

4 select a set of segments of content from a group of segments to be protected wherein the
5 set does not include all segments of the group;

6 protect the segments of the set with, but not the other segments of the group, to prevent
7 the protected segments from being properly reproduced unless the protection is undone with
8 assistance of a correct key that is not generally available, wherein the correct key is based at least
9 in part on an identifier associated with a network address for a receiving device; and

10 provide access to the group of segments over a network.

1 27. (Original) The article of claim 26, wherein protecting the selected segments involves a key
2 including a remote computer number.

1 28. (Previously Presented) An article comprising:

2 a machine readable media including instructions that when executed cause a content
3 providing system to:

4 access over a network a group of segments of content including a set of segments that
5 does not include all segments of the group, and wherein the set, but not the other segments of the

group, have been protected to prevent the protected segments from being properly reproduced without undoing the protection with assistance of a correct key that is not generally available, wherein the correct key is based at least in part on an identifier associated with a network address for a receiving device for the content;

undo the protection if the correct key is received; and

play the group of segments seamlessly with a media player.

29. (Original) The article of claim 28, wherein the key includes a remote computer number.

30. (Previously Presented) A method of providing content to at least one receiving device having an associated identifier associated with a network address for a receiving device, comprising:

selecting a set of segments of content from a group of segments to be protected wherein the set does not include all segments of the group;

protecting the segments of the set, but not the other segments, through visual scrambling determined based at least in part on the associated identifier; and

providing access to the group of segments over a network.

31. (Previously Presented) The method of claim 30, wherein the receiving device comprises a network information browser configured to display the provided content.

- 1 32. (Previously Presented) The method of claim 15, wherein the remote computer number is the
- 2 associated identifier.